la terra studio

VERDUNITY

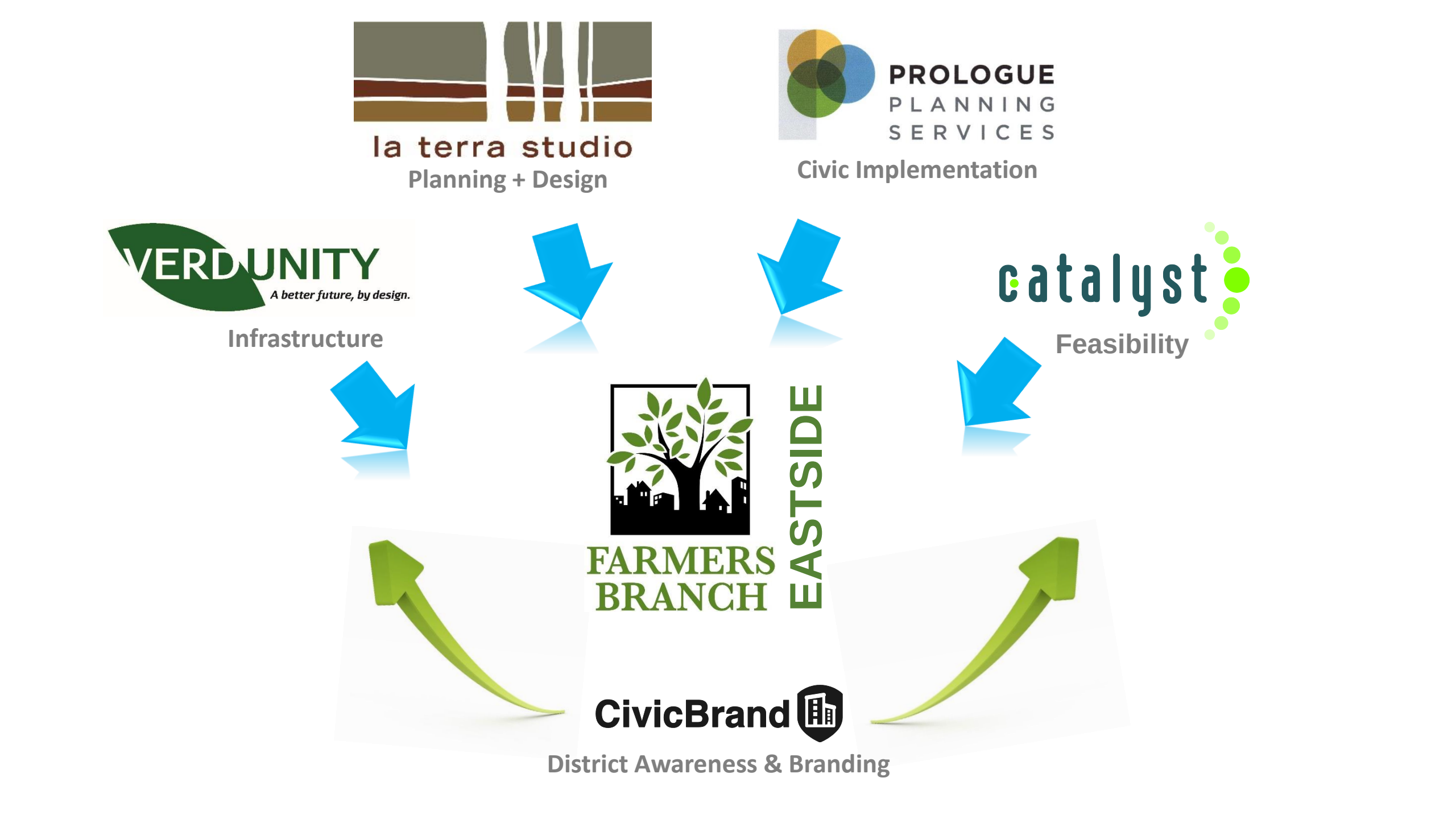
PROLOGUE
PLANNING
SERVICES

catalyst

CivicBrand

FARMERS
BRANCH

EASTSIDE

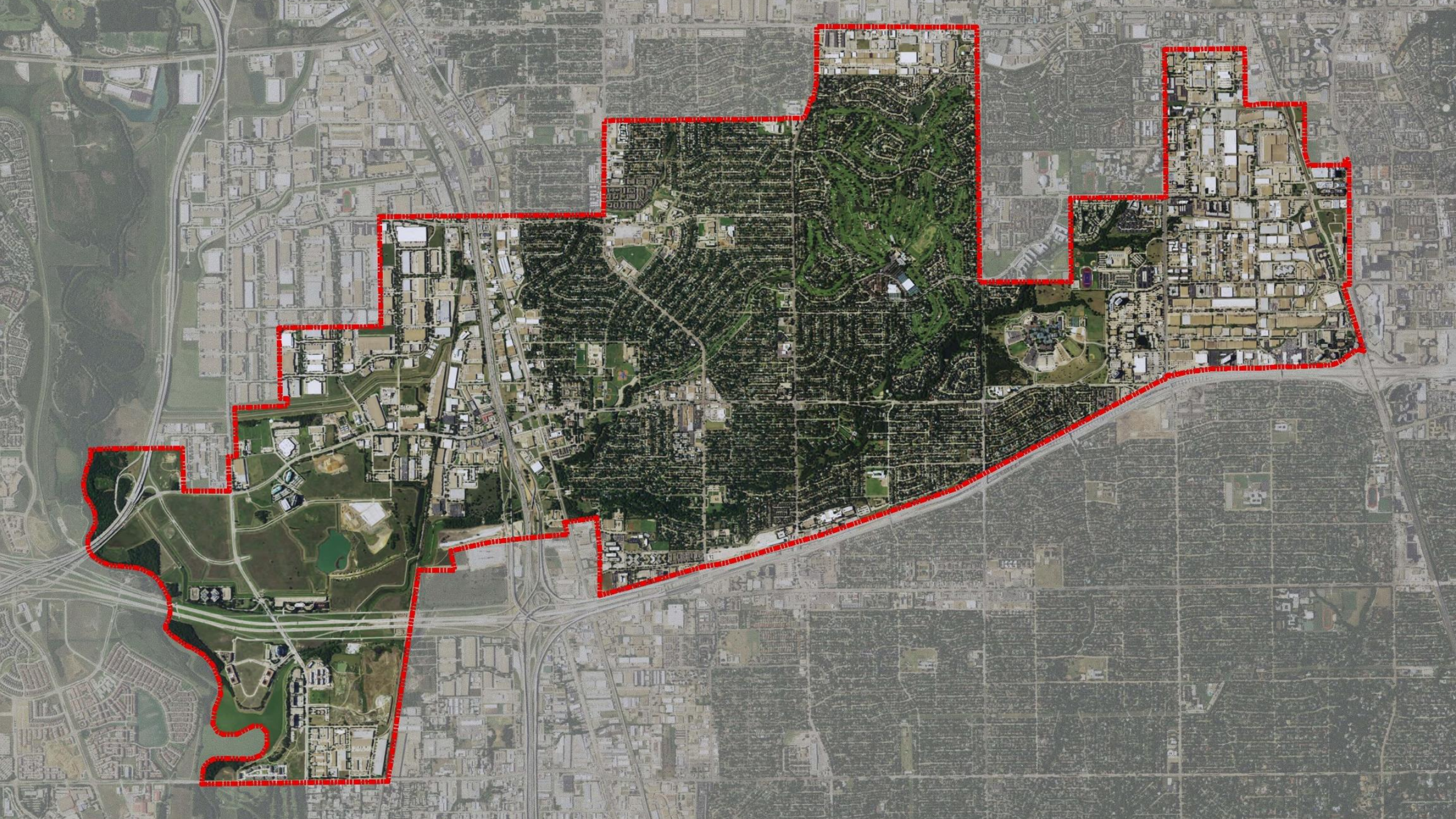

la terra studio
Planning + Design
PROLOGUE
PLANNING
SERVICES
Civic Implementation
VERDUNITY
A better future, by design.
Infrastructure
catalyst
Feasibility
FARMERS
BRANCH
EASTSIDE
CivicBrand
District Awareness & Branding

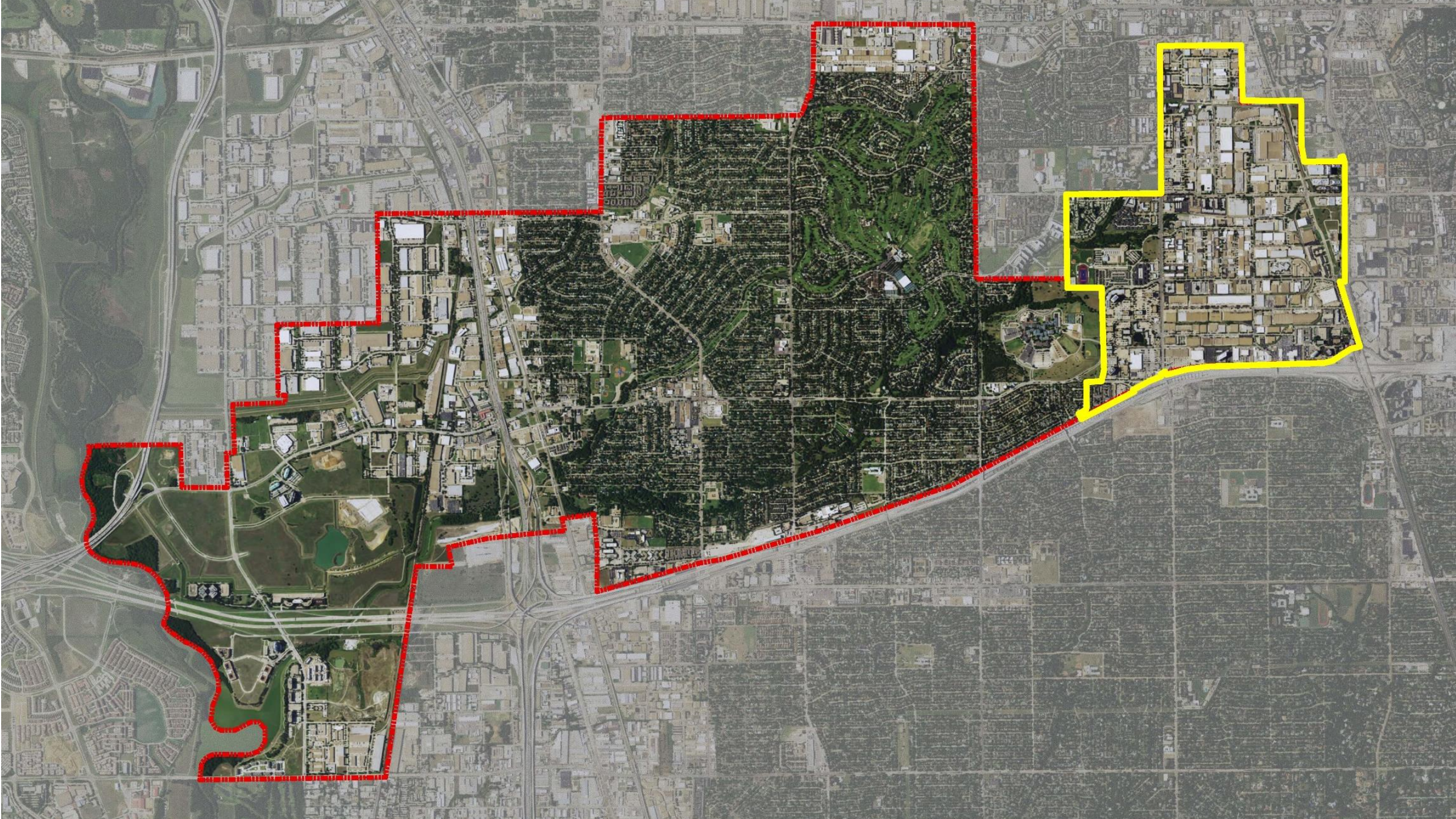
Agenda

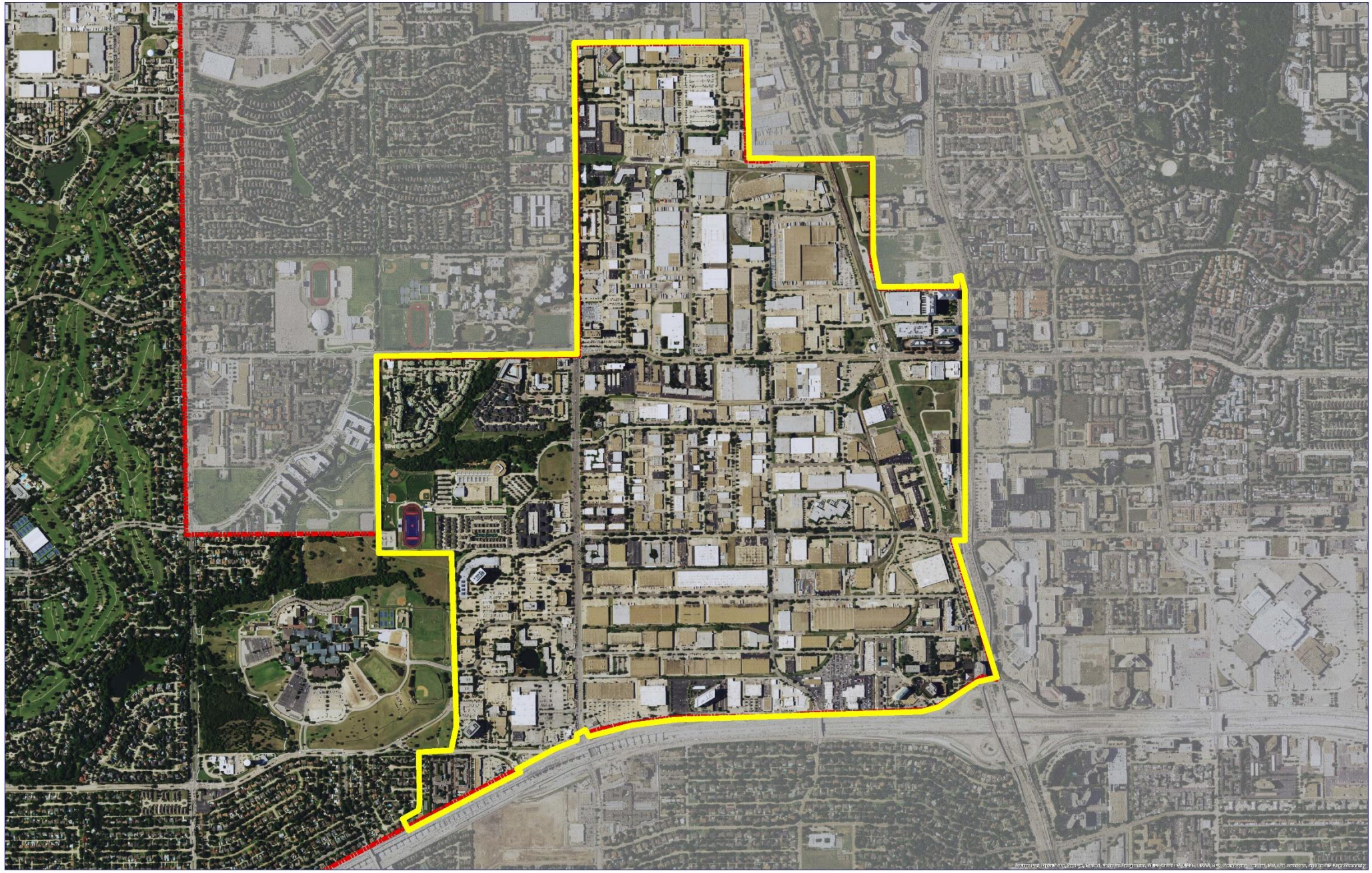
- Welcome
- Project and Team Introductions
- Purpose of the Plan
- Project Update
- Brand Framework Summary
- Opportunity Areas
- Engagement Exercise – Key Pad Polling
- Open Discussion

Purpose of the Project

- Determine how the district can perform better for the city and the stakeholders in the future
- Explore options for redevelopment and placemaking
- Develop a plan for moving forward
- Create awareness and attention for the district





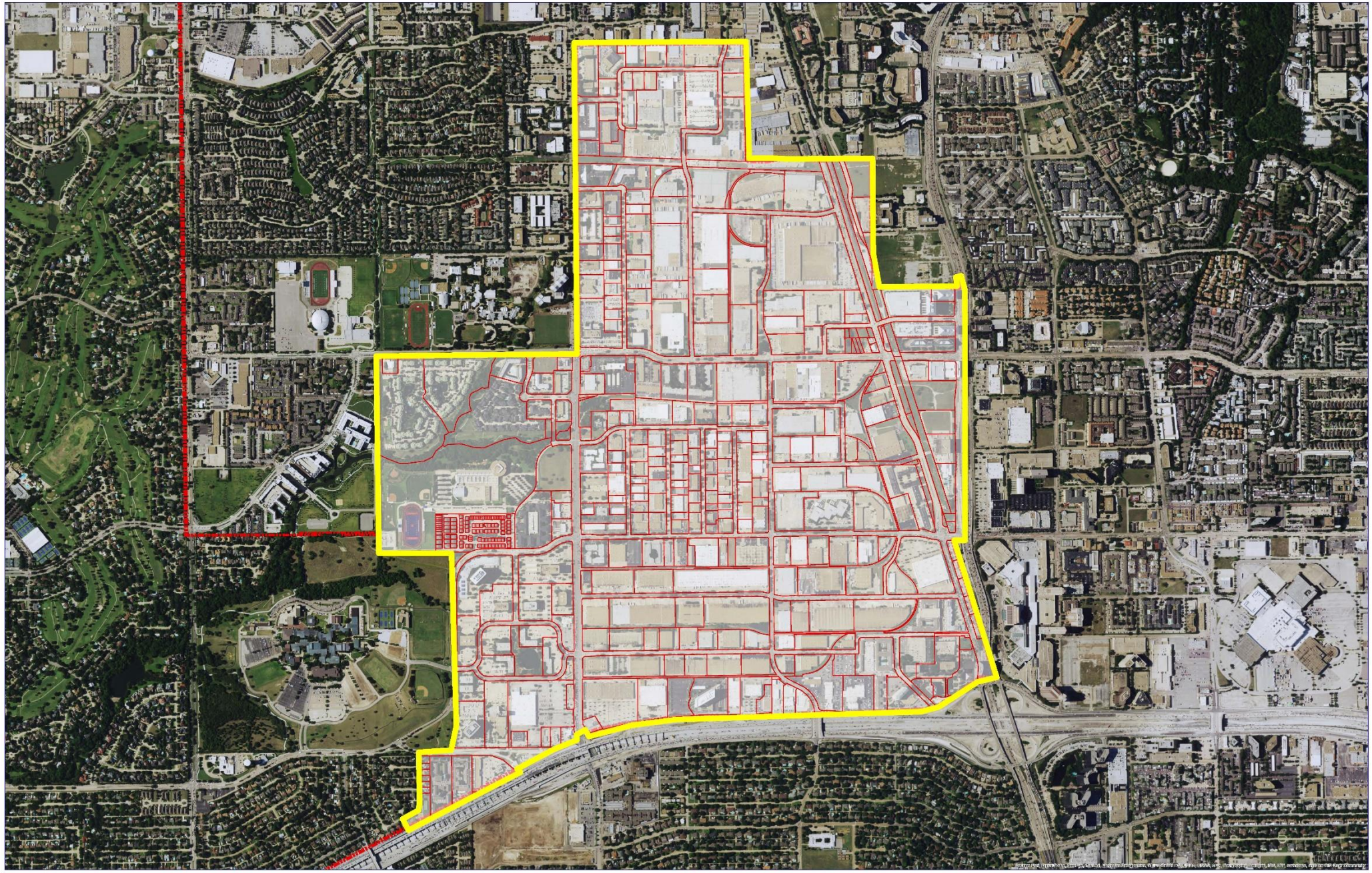


Basemap

Date: 9/16/2015

NORTH

0 550 1,100 Feet



Basemap

Date: 9/16/2015

NORTH

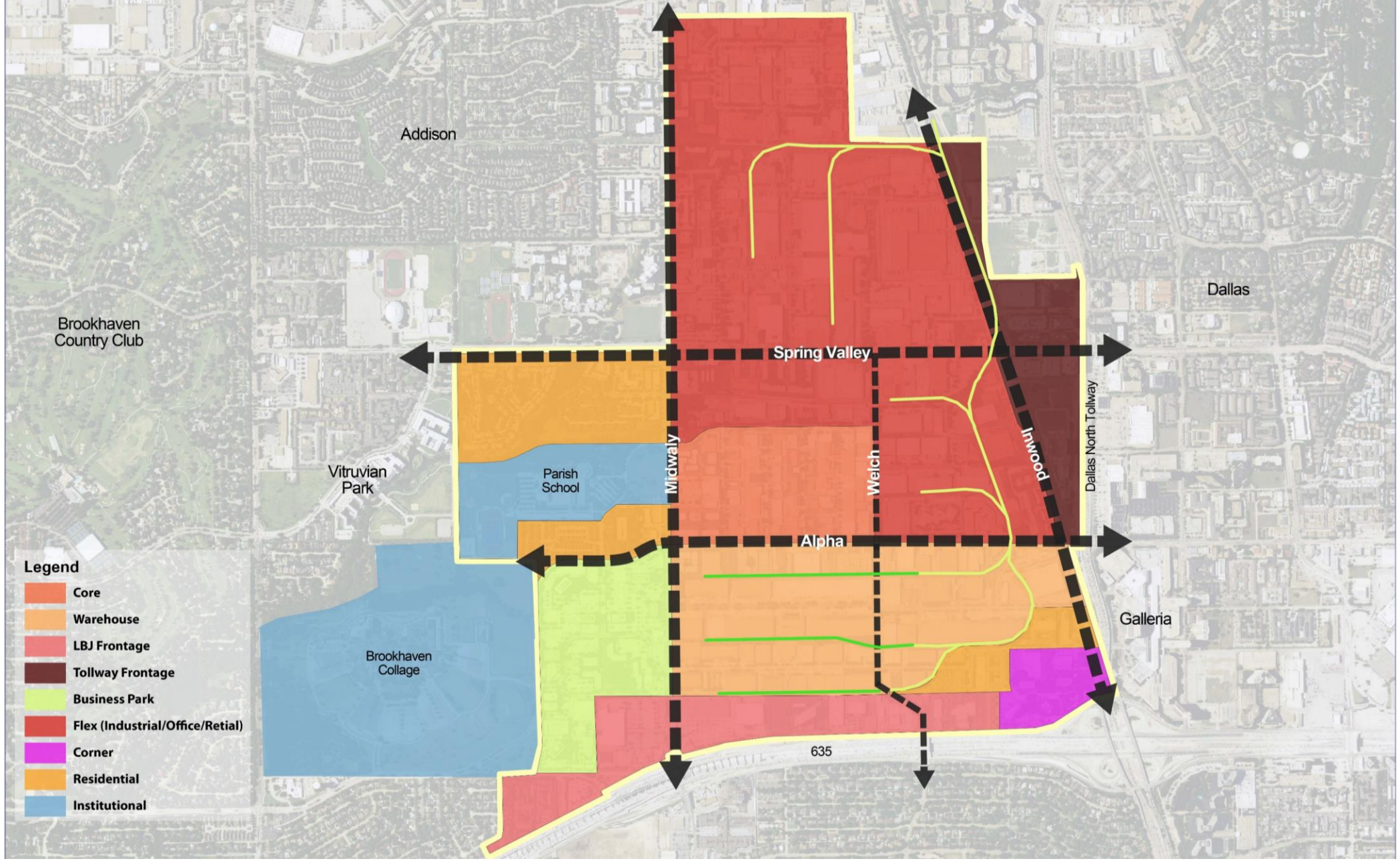
0 550 1,100 Feet

Project Update

- Benchmark Tour
- Stakeholder meeting
- Stakeholder interviews
- Existing conditions analysis
- Data collection
- Market assessment (ongoing)
- Developing branding framework

Benchmark Tour

District Walkshop



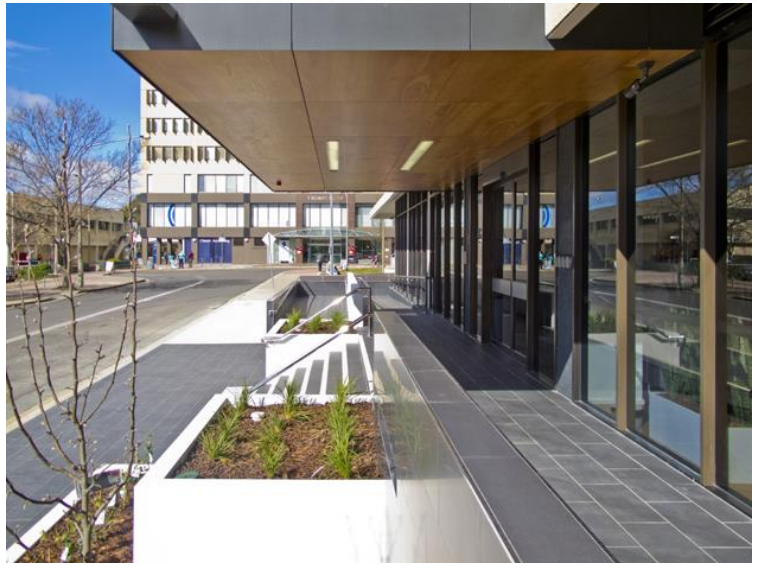
Existing District Character

INSERT CIVICBRAND SLIDES

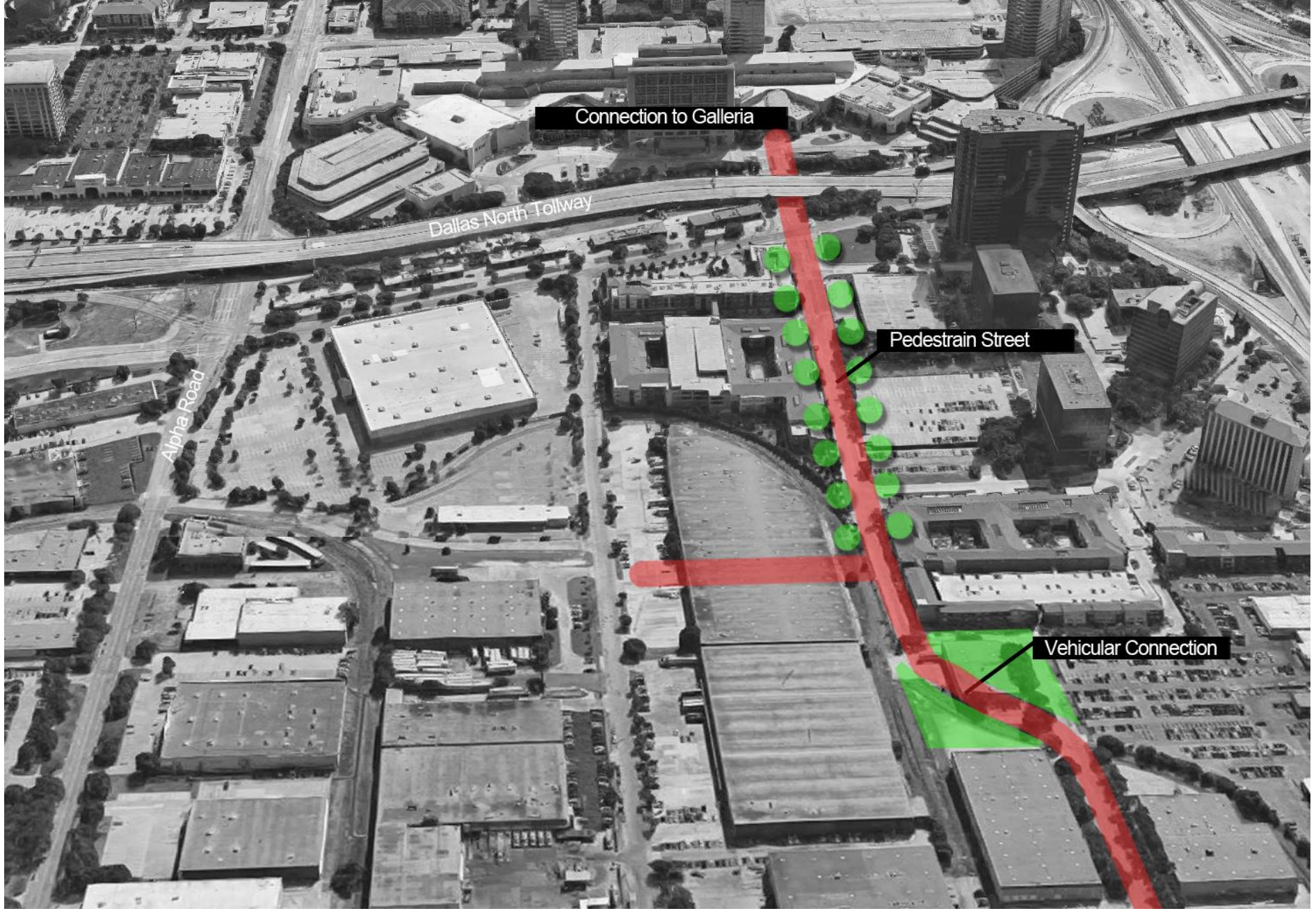
District Brand Framework

Opportunity Areas

Redevelopment & Adaptive Reuse



Inwood & Alpha



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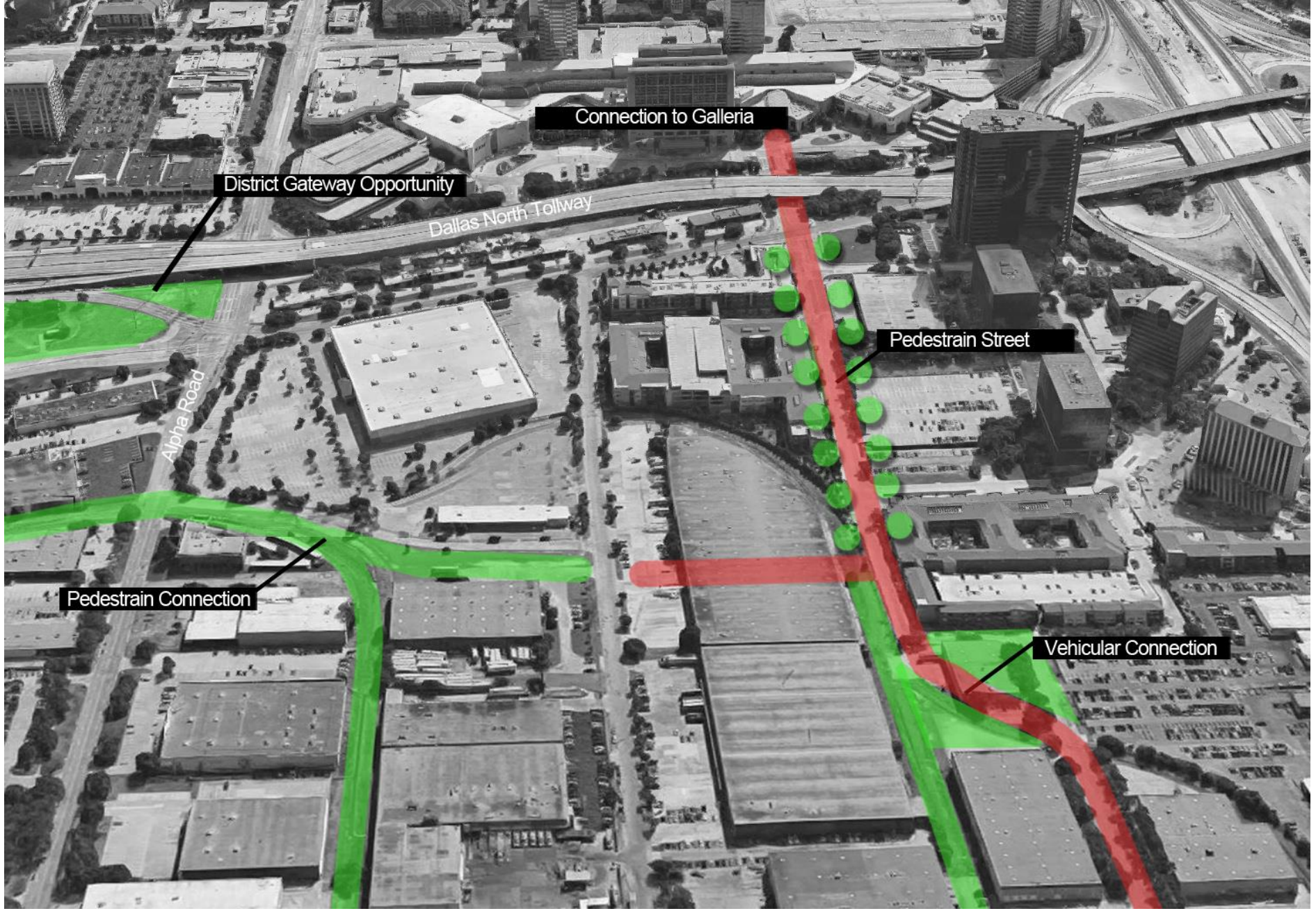
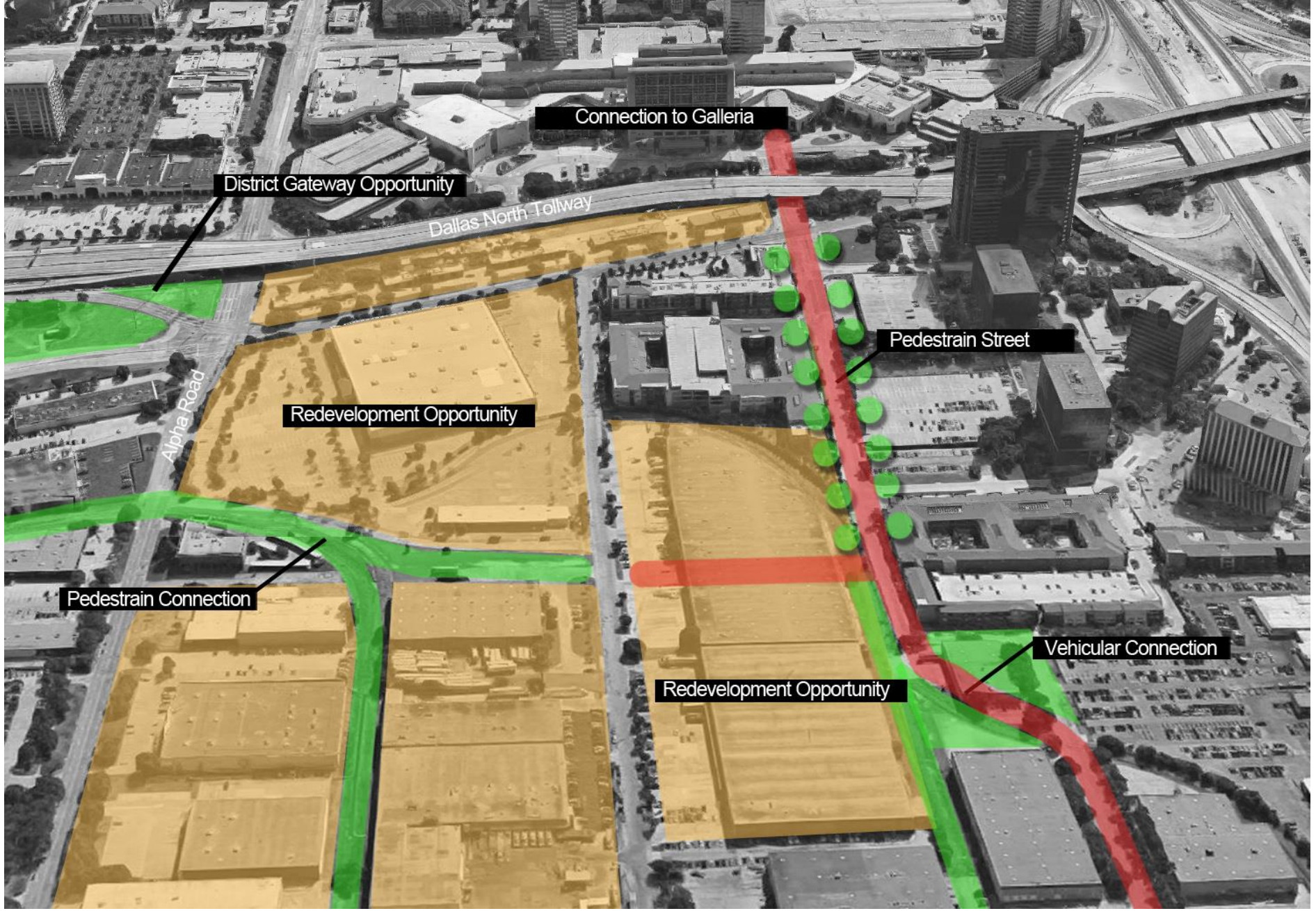


Inwood & Alpha



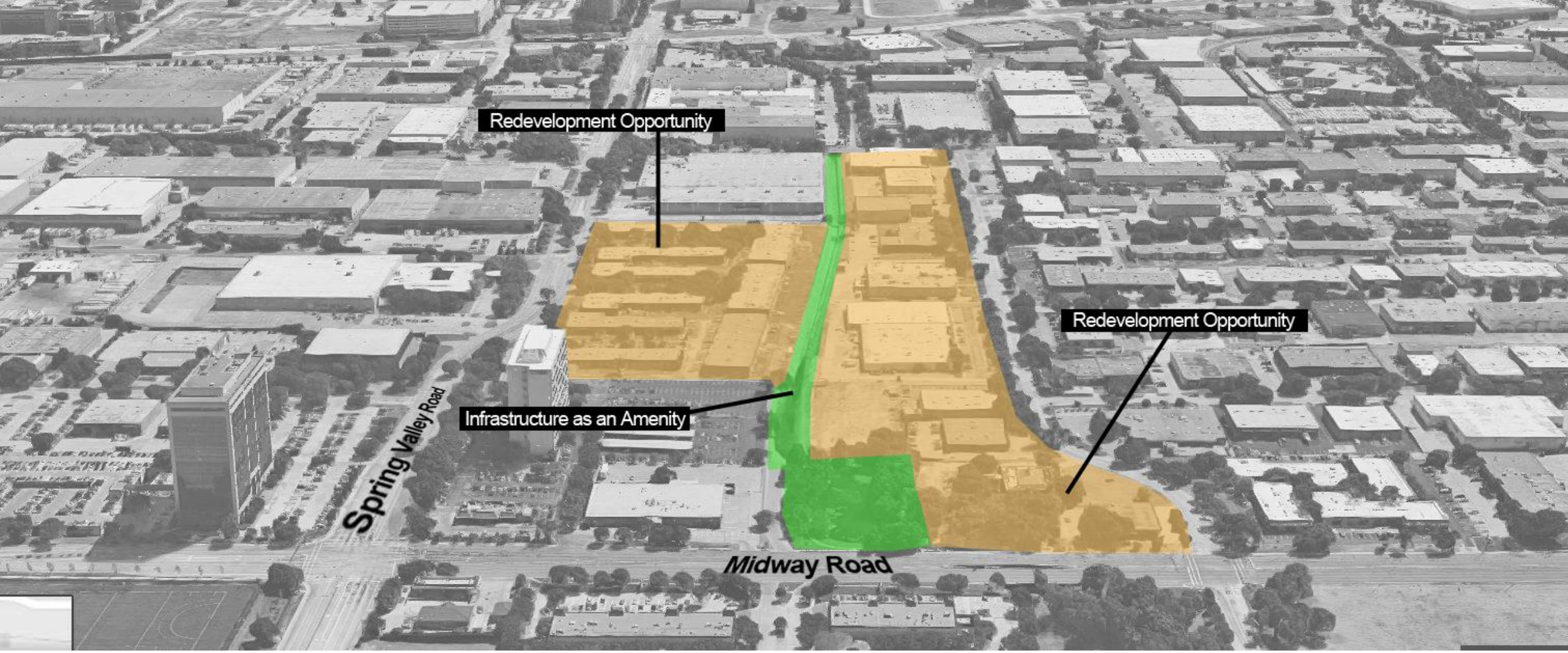
Inwood & Alpha

- Large Format Retail/Food Options
- Entertainment
- Public Open Space
- Mixed Use

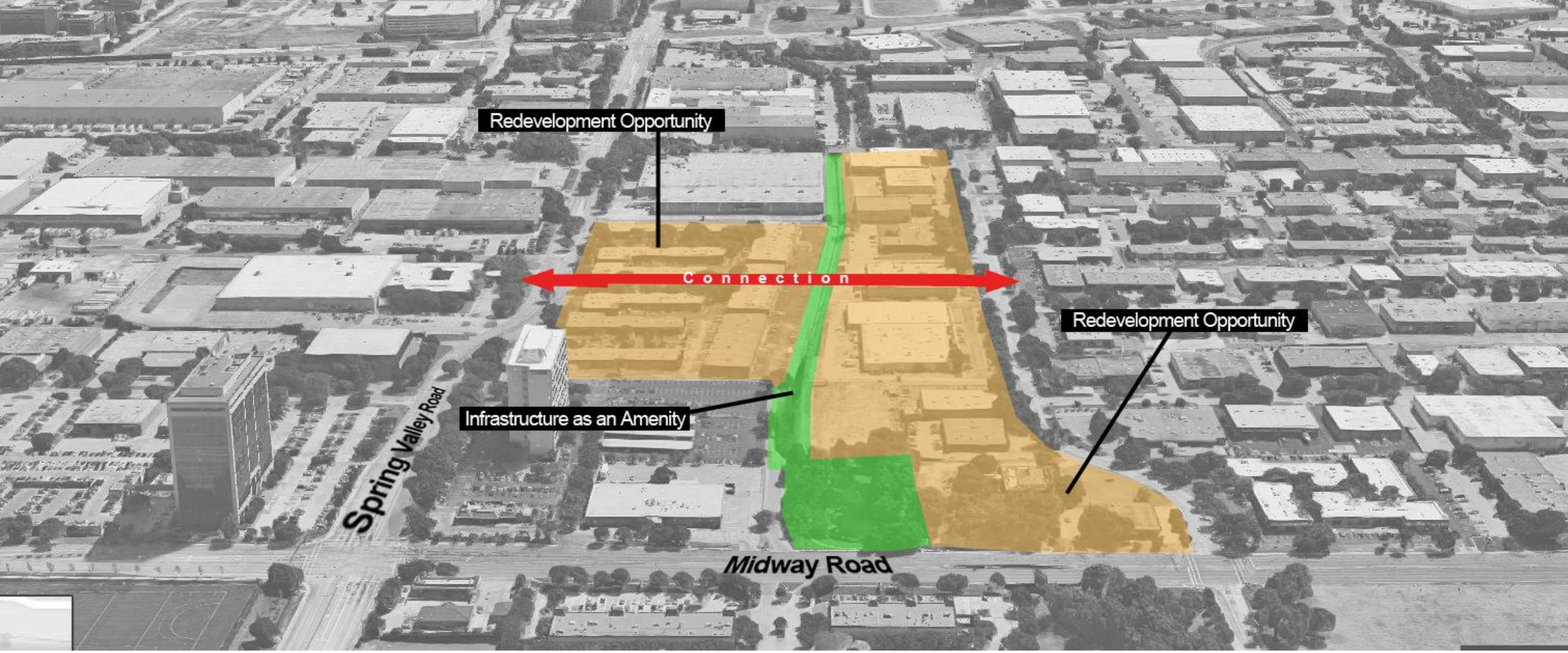
Inwood & Alpha – Development Opportunities

Spring Valley & Midway Road

Spring Valley & Midway Road



Spring Valley & Midway Road



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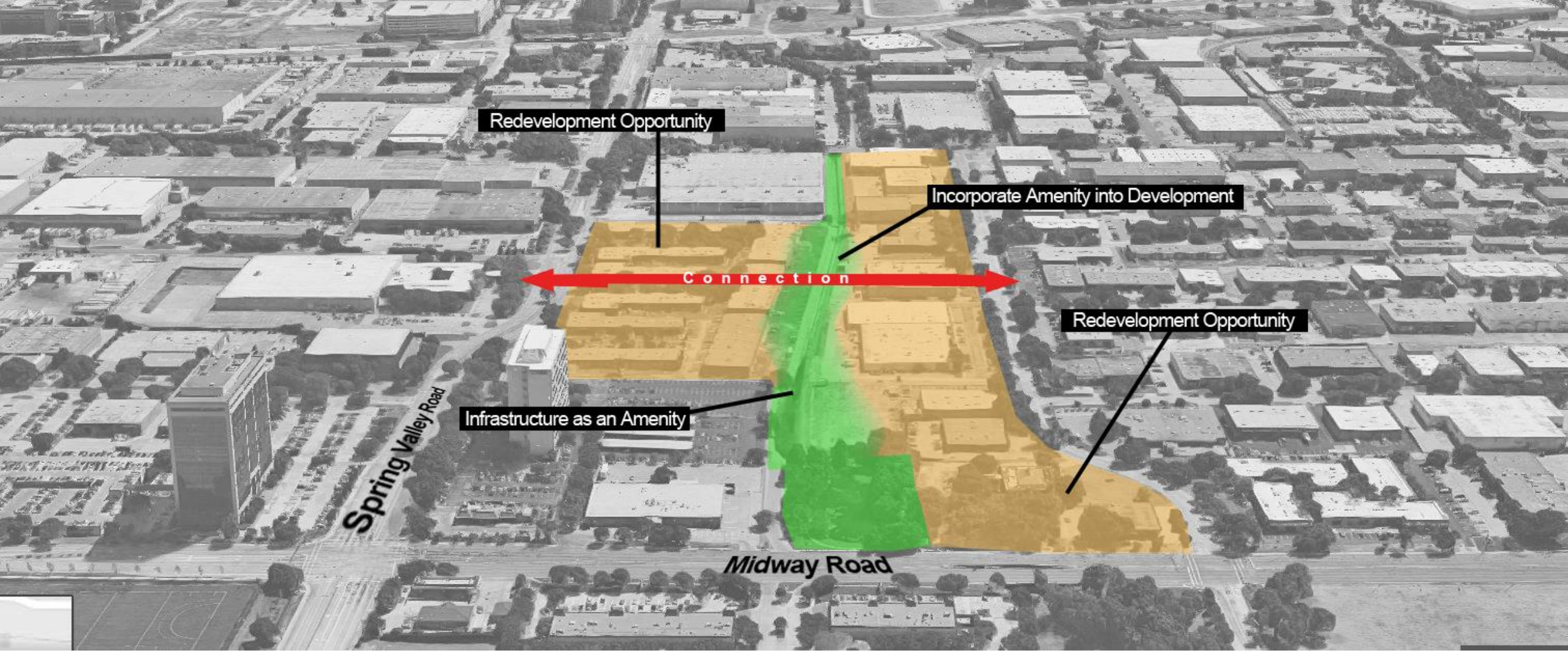


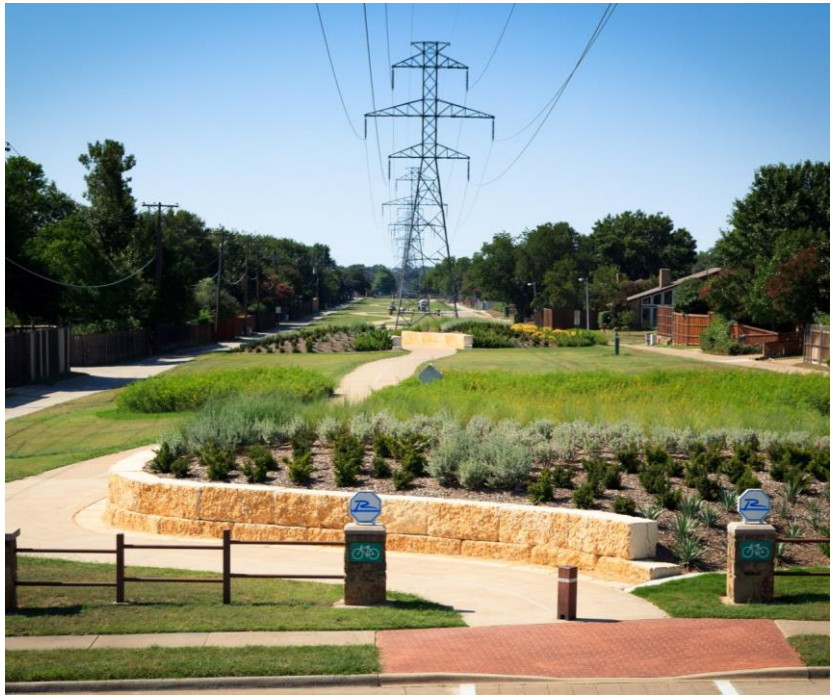
Spring Valley & Midway Road

Green Infrastructure

- Medium density housing
- Park improvements/ Public Openspace
- Neighborhood retail
- Event Space

Spring Valley & Midway– Development Opportunities

Trails and Connections



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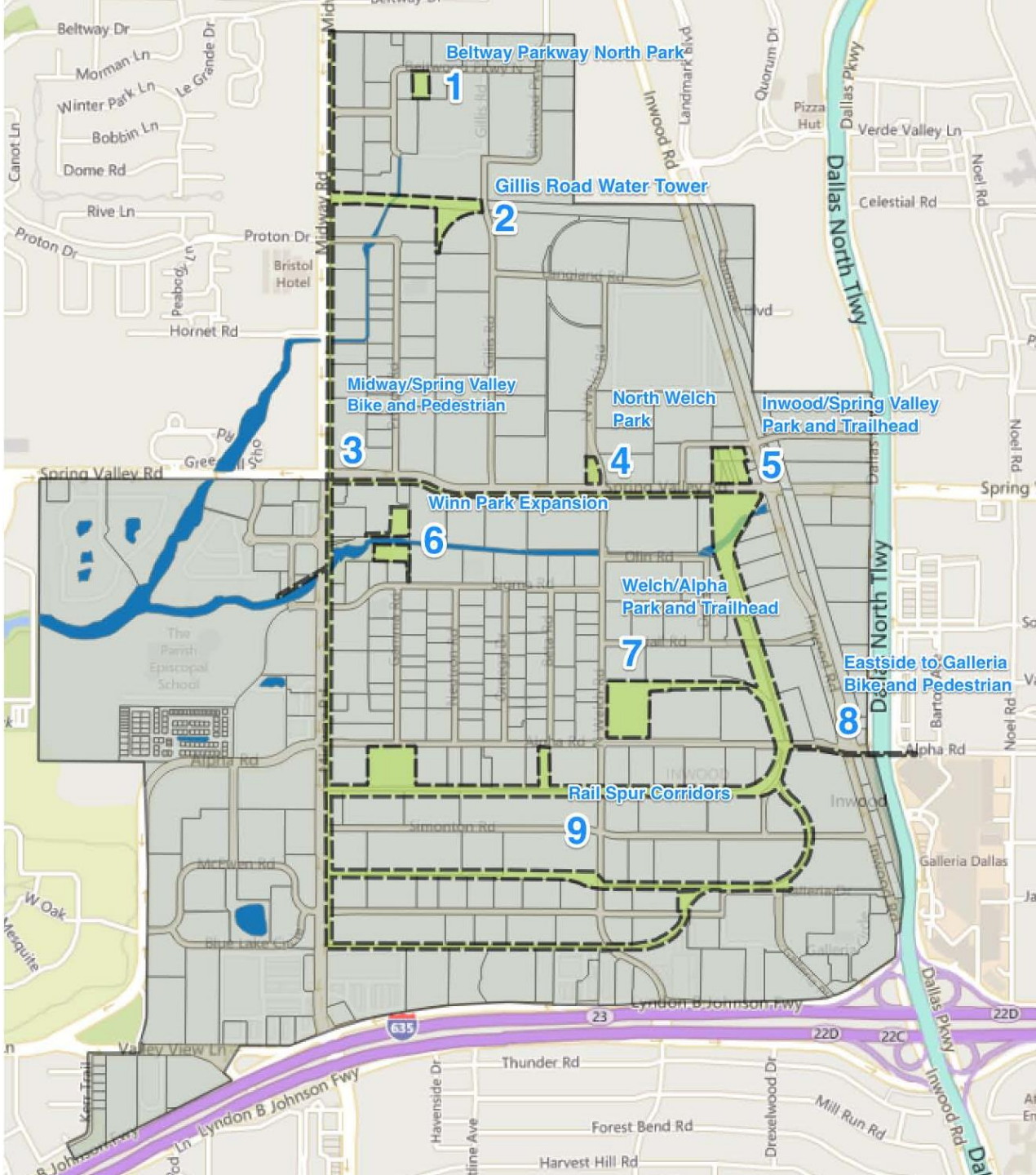
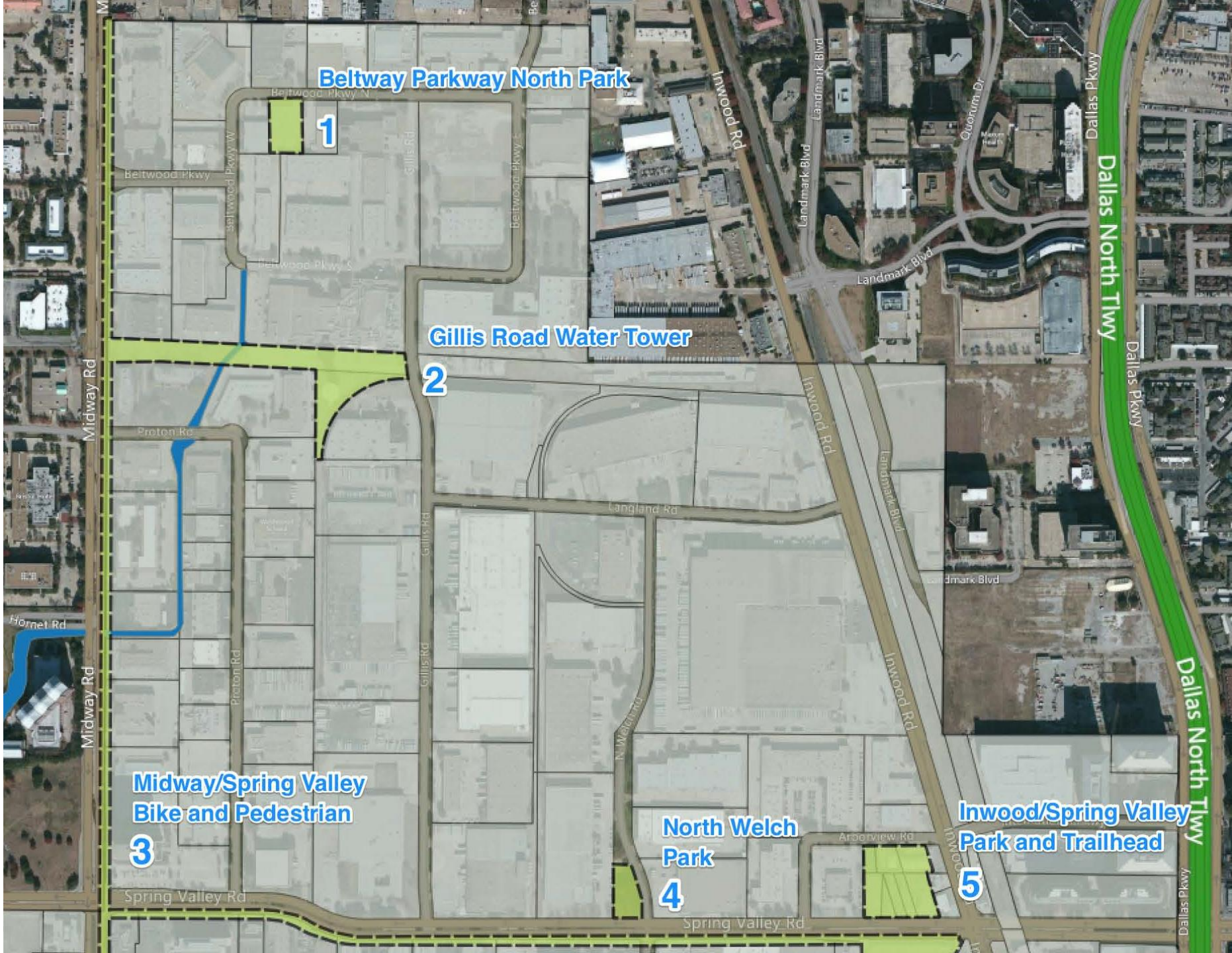


Beltway Parkway North Park
1
Gillis Road Water Tower
2
Midway/Spring Valley
Bike and Pedestrian
3
North Welch
Park
4
Inwood/Spring Valley
Park and Trailhead
5
Winn Park Expansion
6
Welch/Alpha
Park and Trailhead
7
Eastside to Galleria
Bike and Pedestrian
8
Rail Spur Corridors
9
Beltway Dr
Morman Ln
Winter Park Ln
Bobbin Ln
Dome Rd
Rive Ln
Proton Dr
Hornet Rd
Spring Valley Rd
Alpha Rd
Simonton Rd
Galleria Dallas
Dallas North Tlwy
Dallas Pkwy
Verde Valley Ln
Celestial Rd
Inwood Rd
Midway Rd
Lyndon B Johnson Fwy
Thunder Rd
Forest Bend Rd
Harvest Hill Rd
Mill Run Rd
Valley View Ln
The Parish Episcopal School
Bristol Hotel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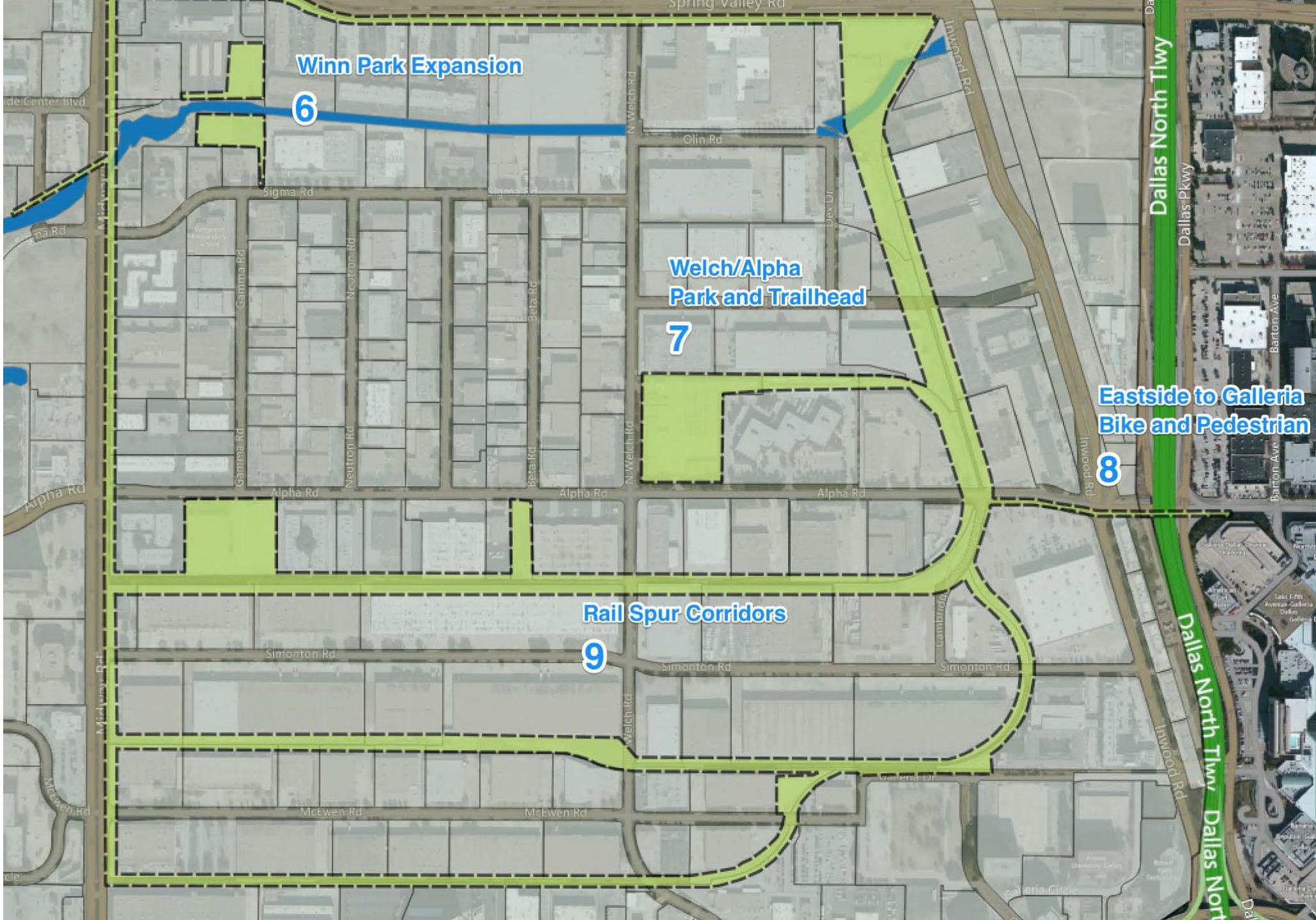
5
Beltwood Pkwy N
Beltwood Pkwy
Beltwood Pkwy W
Beltwood Pkwy S
Beltwood Pkwy E
Gillis Rd
Midway Rd
Proton Rd
Hornet Rd
Langland Rd
Inwood Rd
Landmark Blvd
Quorum Dr
Dallas Pkwy
Dallas North Tlwy
N Welch Rd
Arborview Rd
Spring Valley Rd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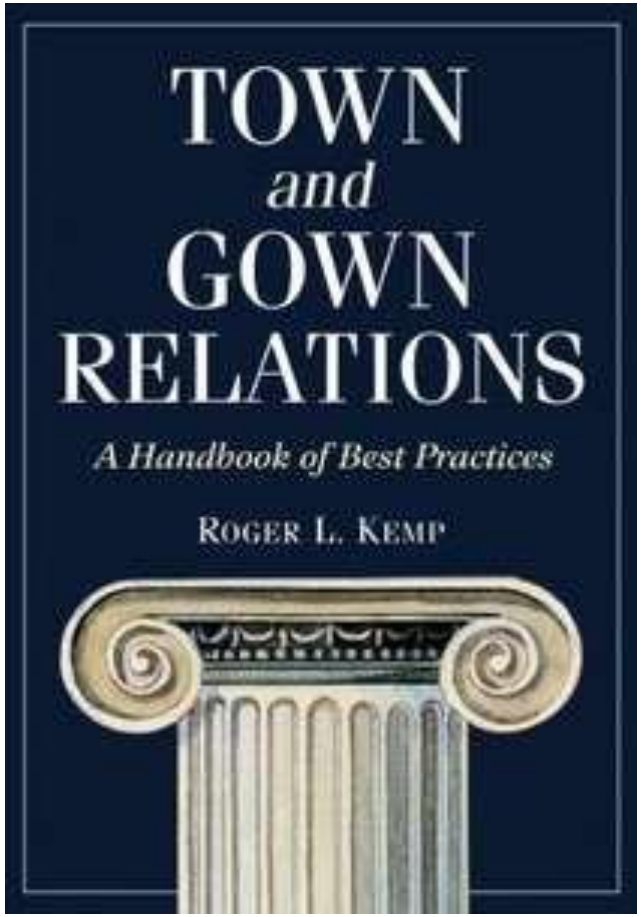
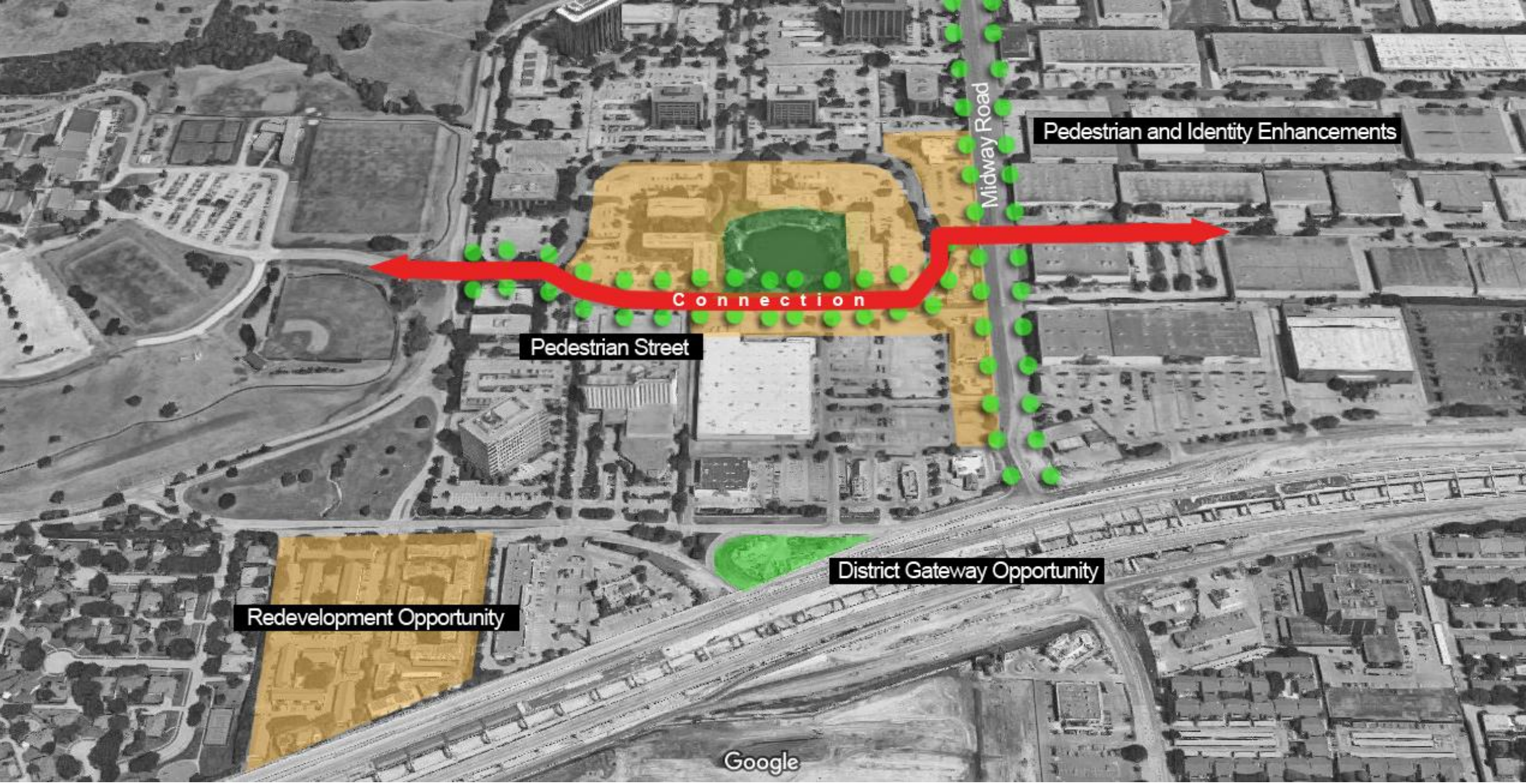
Olin Rd
Sigma Rd
Gamma Rd
Neutron Rd
Beta Rd
N Welch Rd
Alpha Rd
Simonton Rd
McEwen Rd
Midway Rd
Inwood Rd
Dallas North Tlwy
Dallas Pkwy
Barton Ave

Brookhaven as an Asset

Brookhaven College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT




Midway Road
Pedestrian and Identity Enhancements
Connection
Pedestrian Street
District Gateway Opportunity
Redevelopment Opportunity
Google

- Housing Options (student, faculty, business owner)
- Restaurants
- Neighborhood retail
- Pedestrian Friendly Connections

Brookhaven/Blue Lake– Development Opportunities

Avenues for Redevelopment of Eastside

- Zoning Code Adjustments
- Identify areas that can transition and adapt to complementary land uses
- Development Incentives
- City Bond Program
- County/ Federal/ Sustainability Grants
- Public/Private Partnerships

Key Pad Questions

- Evaluate input from Community Meeting
- Meet with Stakeholder Group
- Refine alternative strategies
- Meet with stakeholder group to determine preferred alternative
- Finalize plan for presentation at public hearings and council approval

Next Steps